



# SANTOS

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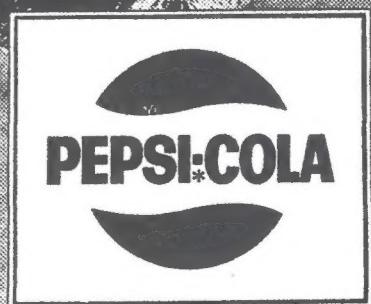
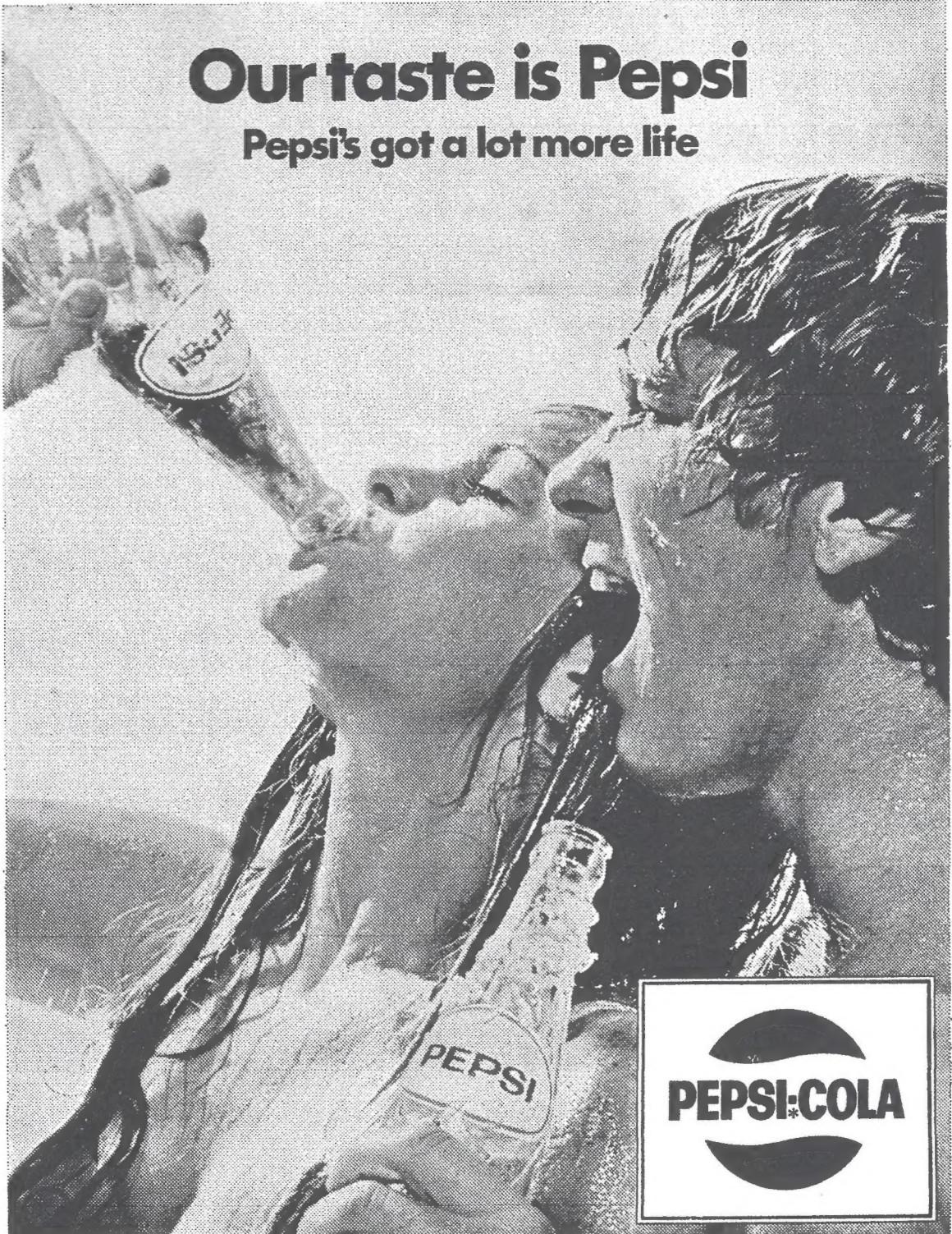
OFFICIAL PROGRAMME

SYDNEY, JUNE 17, 1972

20c

# Our taste is Pepsi

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# **WELCOME, SANTOS!**

**By Sir Arthur George, President of the Australian Soccer Federation.**

The Australian Soccer Federation is proud to present one of the most famous club teams in the world, particularly as it includes amongst its members "King Pele", the outstanding soccer personality of our generation and many other outstanding internationals.

Our thanks are due to News Ltd., Pepsi Cola Company of Australia, Philips Industries Limited and Travelodge Australia Limited, whose co-operation has made this match possible.

There has been some criticism of the fact that an Australian XI has been matched with visiting club teams and the fear has been expressed that Australia's soccer standing will be detrimentally effected.

To me it is immaterial if the Australian XI is defeated repeatedly between now and next March, provided our coach and the players learn from their defeats and win the critical matches associated with the elimination rounds for the 1974 World Cup.

It is impossible to form the Australian team into a winning combination without continuous match play against superior teams.

The Australian Soccer Federation is happy to give the Australian public the opportunity of seeing such an outstanding team in action and to welcome them to Australia.

**Australian Soccer Federation,  
155 King St., Sydney, N.S.W.  
Secretary-General: Mr. Brian Le Fevre.  
Telephones: 28 5443, 28 9009**

**Santos programme Editors**  
**Paul Dean**  
**Lou Gautier**

# PELE — A VERITABLE NATIONAL HERO

TAKE a seat at a pavement restaurant in bustling Sao Paulo, order a coffee from the beaming waiter and you'll almost certainly find yourself drinking "Pele".

Switch on the radio in your Sao Paulo hotel and before long you'll be listening to a song about "Pele".

Wander into a magazine store, browse through their books and newspapers and we'll guarantee you'll see that name again at least three times in print.

And if you still need convincing that Pele is a household name in Sao Paulo—or Brazil, for that matter—stop any passer-by and utter those two magical syllables, Pele.

You'll have him in ecstasy in a matter of seconds.

Pele is the man who has, perhaps, done more to put Brazil on the map in the last 14 years than any other.

In South America, where soccer is a way of life, a religion, a philosophy, a man who wins for his club the title of champions of the world and who three times wins for his country the feted World Cup is a national hero.

If there were knighthoods in Brazil, Pele would have become the youngest ever to receive one.

To say that Pele has done all this for his club, Santos, and for Brazil, is, of course, to reckon without the other players of majesty that the country has produced in the last 14 or more years. But there is no doubt that Pele is the king of them all.

Pele was born Edson Arantes do Nascimento in October, 1940, in a poor village near Bauru.

The family of seven lived in a small, two-bedroom house, and his father, also a soccer player in his time, worked as a clerk in the local government service.

Pele—an affectionate name that means nothing and nobody can remember how he came by it—soon showed an aptitude for the sport, even though his participation was limited to barefoot games with the local boys and a sock stuffed with rags for the ball.

His schooling was intermittent at this time because he was often out working as a bootblack or a peanut-seller to supplement the family's income. When he was eleven he got a part-time job sweeping up on a building site and playing soccer with the workmen during the coffee-breaks.

During one of these games, a passer-by noticed the young Pele weaving through the defence with the ball so closely under control that it could have been on a string attached to his foot.

The onlooker stood fascinated through the whole game and then went up to the boy and introduced himself as Waldemar de Brito, a former professional soccer player in Brazil.

For the next four years de Brito spent all his spare time training Pele, building up his stamina, his speed and his already superb ball control.

In 1955 he considered Pele ready for his baptism in professional football. He bought him his first pair of long trousers and, with the permission of Pele's parents, took the lad to Santos.

There he introduced the shy youngster to the directors of the Santos Football Club, who soon put him through his paces and studied him in training matches.

They signed him for what was an enormous salary for Pele—just under \$60 a month, and a little later he took the plunge into Brazilian professional football.

At the age of 17, he was an international star and from this time on hardly a week passed without an offer for his transfer arriving at the Santos Club from one of the wealthy European clubs.

But this was nothing compared with the interest Pele attracted after his displays in the 1962 World Cup in Chile, when Brazil retained the championship, and the superb World Club Championship played in the same year against the Portuguese club, Benfica.

After the first leg of the two-leg final—the result decided on aggregate scores—Benfica were looking forward confidently to victory.

Despite two Pele goals and a third from Coutinho, Benfica had managed to contain Santos 3-2 on their home ground—and the second leg was to be played in Lisbon.



**The stripped but sombreroed Pele in Mexico City's Azteca Stadium after the 1970 World Cup Final. Brazil won the match 4-1 against Italy.**

But that match was only seventeen minutes old when Pele struck.

He beat three defenders in the space of ten yards, switched the ball out to Pepe on the left wing, raced forward for the return pass, and rocketed it past the excellent but helpless goalkeeper, Costa Pereira.

Five minutes later he got a second and the Benfica fans were becoming just a little worried. Immediately after half-time their demoralisation deepened.

Pele slipped a superb pass through to Coutinho and Santos were three up. Even then Pele hadn't finished. He smashed in a fourth, and Pepe made it five before Benfica stars Eusebio and Santana notched two consolation goals.

It was soon after this that Real Madrid approached Santos with the gigantic offer of £250,000 for Pele. But, as a Santos official said when the offer was rejected, "If we sold Pele, we would be lynched."

Pele is just approaching his 32nd birthday.

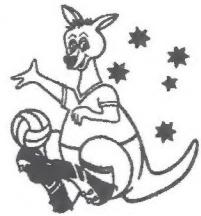
He is a marked man in any match and the way he was cruelly dispatched from the 1966 World Cup by a terrifying tackle illustrates just how he is regarded by opposition defences.

He needn't continue playing—he is a millionaire and, besides his salary, substantial monthly sums for allowing his name to be used to promote more than fifty commercial goods—but not cigarettes or alcohol—and regular television appearances.

# THE DAILY MIRROR

# GIVES SOCCER

# A GO!



For up to date soccer results both local and overseas look to The Daily Mirror for factual, informative coverage. For local weekend action see Monday's edition. Overseas coverage when it happens.

# Daily Mirror

THE PAPER WITH SOMETHING FOR EVERYONE

# THE KING AND HIS ADMIRERS

**PELE** is the star his team-mates adore; self-sacrifice and a deep sense of fairness and generosity have endeared him to one and all.

On many occasions, he passes up a great chance to score, slipping the ball to an ill-starred colleague.

No matter how things go, he never criticises a team-mate. His wry comment on a truly bad performance is limited to "he lacked enthusiasm".

He is also known for his habit of kicking the ball out of the field if a helpless opponent lies injured.

Pele hates taking advantage of penalties, especially when he thinks they are undeserved; many times he has deliberately blasted the ball wide.

Even when he does score from a fair penalty, he remains silent, almost mournful. "It's a cowardly way to score," he says.

But there is no more exuberant man than Pele when a proper goal is scored.

His gleeful shout of "Gol, boa, boa" (splendid) can be heard over the roar of the crowd. With closed fist, right arm doubled into a crescent, he will jump high, greeting the goal and mobbing the scorer.

Physically Pele combines a strong, sturdy frame with lightning speed, snake-like agility and fantastic reflexes. Yet, despite all these and a phenomenal ball skill, he is not an acrobatic player.

His immense popularity in the last 14 years has stupefied even hardened crowd psychologists.

In 1961, while playing a friendly match in Peru, Pele scored four magnificent first-half goals—then was replaced.

He was having a lovely hot bath—when the Lima crowd went mad, threatening to erupt in a riot.

They demanded that Pele return for the second half; they wanted their full money's worth.

Eventually, the game had to be held up for 10 minutes while frantic Santos officials dragged Pele from the bath, dressed him and sent him back on the field.

The reluctant hero promptly scored two more goals . . .

Against Botafogo in 1965, Pele was sent off by the referee for retaliation.

Appearing in front of the disciplinary board, Pele explained how he had been hacked and kicked before losing his temper.

The board agreed; they exonerated Pele—and for 30 days suspended referee Albino Zanferrai.

Before moving back from the forward line to midfield in 1970, Pele's scoring rate was a fantastic 77 goals a season, which often meant 100 matches, official and friendly.

Unequalled dribbling ability has been one of Pele's assets.

Once in a match against Fluminense, in Rio, he slalomed among nine opponents, beating them all, then skirted the goalkeeper, lifted the ball on his instep and danced it slowly into the net . . .

Pele—as well as a few of his brilliant Brazilian contemporaries, like Garrincha, Didi, Pepe, Tostao, etc.—have absolutely perfected a type of shooting unknown anywhere else.

When they hit the ball, their whole body goes in, the entire shooting leg pivoting on the hip joint, the knee finally ending inches from the chin as the shot is completed with perfect timing.

Thus the ball is given that extra impetus that hammers it through the resistance and positioning of goalkeepers; thus the swerve and dip is imparted which has yet to be successfully imitated by others.

Pele is nothing if not versatile. In 1963, in a cup semi-final against Gremio, goalkeeper Gilmar had to leave the field, injured—and Pele stood in goal. Santos won the match 4-3.

Pele has often said that he prefers to play abroad; at home referees often punish him. One, Armando Marques, has sent him off five times.

Well, whether he likes it or not, he does play a lot abroad, often 50 or more matches a year.

Now Australia will be added to his list of conquered countries.

## AUSTRALIAN XI

JACK REILLY  
RON CORRY  
GEORGE HARRIS  
PETER WILSON  
MANFRED SCHAEFER  
BOGDAN NYSKOHUS  
BOBBY HOGG  
RAY RICHARDS  
JOHN RUSSELL  
JIM MCKAY  
ERNIE CAMPBELL  
RAY BAARTZ  
ADRIAN ALSTON  
BILL VOJTEK  
ATTILA ABONYI  
TERRY BUTLER  
BILL ROGERS  
BILL BULJEVIC

Manager-coach: Zvonimir Rasic  
Masseeur: Peter van Rijn  
Doctor: Dr. Brian Corrigan  
Chairman of National Team Committee: Ian Brusasco

### Early Match:

UNDER 16 CURTAIN-RAISER  
AT 1.10 p.m.

Combined NSW Federation Division I and II: S. Watson, M. Frazier, N. Gray, T. Owen, D. Walker, L. Smith, G. Frost, B. Northcote, R. Colusso, T. Antios, G. Stonehouse, R. Sundstrom, K. Bacon, P. Mikas, E. Ryan, A. Marian.

Combined NSW ASF & CHS: W. Lacowicz, I. Hodgson, J. Taylor, S. Brousek, R. Geeke, R. Bentu, R. McNaughton, G. Cree, K. Schutt, G. Price, K. Brown, B. Clendenning, G. Richards, P. Palamara.

Pele will select the best player for a two-week "live-in" with Santos in Brazil.

First game, at 12 noon, is an Under-14 inter-district match between St. George and Sutherland.

## SOCCKET INT

## AUSTRALIAN X

AUSTR

GOAL

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STOP

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RIGHT FULLBACK:  
HARRIS

MIDFIELDER:  
RICHARDS

INSIDE RIGHT:  
ROONEY

OUTSIDE RIGHT:  
ABONYI

CENTRE F  
BAART

EDU

OUTSIDE LEFT:

PELE

INSIDE LEFT:  
VICENTE

MIDFIELDER:

ALIVO

LEFT FULLBACK:

PAL

STOP

CE

GOAL

SANT

Referee: A. BOSKOVIC

come on and fly  
the

# RNATIONAL v. SANTOS FC

IAN XI

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LEFT FULLBACK:  
NYSKOHOUS

MIDFIELDER:

SCHAEFER

INSIDE LEFT:

ALSTON

WARD:

OUTSIDE LEFT:  
BUTLER

WARD:

NENE

OUTSIDE RIGHT:

LEAO

INSIDE RIGHT:

ROBERTO

MIDFIELDER:

ORLANDO

RIGHT FULLBACK:

ER:

FC

Some last minute changes may  
be made in both teams, especially  
Santos, after we went to Press.

Sydney Sportsground  
3 p.m., Saturday, June 17,  
1972

## SANTOS FC

AUGUSTIN MARIO CEJAS

CLAUDIO CESAR DE AGUIAR

MAURIZ

ORLANDO PEREIRA

ALTIVO DE SOUZA FILHO

VICENTE GONCALVES DE

PAULO

JOSE CARLOS PEREIRA  
(ZE CARLOS)

ROBERTO DE OLIVEIRA

AFONSO CELSO GARCIA REIS

BELARMINO DE ALMEIDA, JR.

JADER DA SILVA GONCALVES

ALCINDO MARTHA DE

FREITAS

EDSON ARANTES DO  
NASCIMENTO (PELE)

JONAS EDUARDO AMERICO  
(EDU)

LUIZ PAES LEME

CICERO FERREIRA DA SILVA

ADILSON DAVI

PAULO ROBERTO DAVOLI

Dr. Cleyton Bittencourt

Espinhel—Chief of delegation

Katutoshi Ono—Director

Jorge Alberto Gutman—Manager

Jayme Bren—General Secretary

Prof. Geraldo

Cavalcante Cunha—Technician

Jair Rosa Pinto—Coach

Dr. Italo S. L. Consentino—Doctor

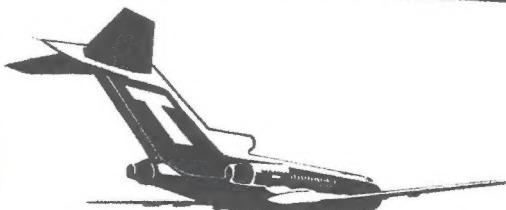
Takeo Hiraki—Masseur

Olivio Soares—Gear Steward

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# SANTOS NO LONGER MEANS COFFEE ONLY

THE popularity of Santos FC is almost unbelievable; more than 100 clubs, including those from remote jungle areas, are registered with the CBD under that name.

But there is only one Pele: the Brazilian Patent Office has declared the name a registered trademark.

Santos itself is a busy seaport, the outlet for bustling, commercial Sao Paulo, something like Yokohama is to Tokyo or Fremantle to Perth.

The role of the British in the development of Brazilian soccer was enormous.

It was the crews of British ships that took soccer to Brazil in the early 1900s.

The Sao Paulo championship (where Santos competed until the creation of the national league in 1971) started in 1902—many years after that of NSW. Granville of Sydney, in fact, is an older club than Santos . . .

The Santos club itself was born in 1912 and for the first 20 years or so suffered complete obscurity.

In the 1930s one man's influence started the ball rolling for them.

He was Jorge (George) Athie Coury, then an outstanding amateur with the club.

When Santos turned professional in 1933, Coury, a believer in true amateurism, got up and left.

However, two years later he returned—still as an amateur—and helped Santos win their first Sao Paulo title, in 1935.

After his retirement Senhor Coury joined the club's administration and later, for many years, was the club's president.

The second turning point in the club's history came with the sudden discovery of Pele, in 1955.

In 1955 and 1956, Santos won the Sao Paulo championship and started an unequalled run of successes which brought them six titles in eight years.

When Pele joined Santos, as a slim, undernourished Negro kid of 15, Santos had the tremendous foresight to also secure as his forward partner the great Jair, then 38.

Jair was one of the great stars of the 1950 World Cup team and later his experience, intelligence and style had an enormous influence on the developing Pele.

Behind these two was the great wing half, Zito, with whom Pele later struck up a very close friendship and even a business association.

In 1958 Jair, then 40, retired—but by then Pele was ready to try his wings.

For many years the coloured Lula was the Santos club coach; his dismissal a few years ago created massive headlines in all Brazilian newspapers.

Santos is now 60 years old. Despite the colossal match fees they collect everywhere in the world, they are not a rich club.

Their overheads are staggering and their payments to players—especially Pele—take the cream off their earnings.

Santos play their home matches in their small Vila Belmiro stadium, where they have about 40 professionals on their payroll.

However, for their most important matches they go to Sao Paulo, where they often attract 100,000-plus crowds.

As a result of this duplicity, they have a very solid support in both Santos and Sao Paulo.

On their appearances in Rio—the great rival city—they often pack 150,000 into the Maracana stadium for matches against Flamengo, Fluminense or Vasco de Gama, Rio's "Big Three".

Over the years, Santos FC has boasted of some world-class players.

They had, in the early 1950s, the great Jair (no relation to Inter Milan's Jair or the present Jairzinho of Botafogo).

Then came a succession of stars: left winger Pepe, with the most ferocious shot in the business, fullbacks Djalma Dias and Ismael, goalkeepers Gilmar and Laercio, World Cup stopper Mauro, Claudio, the burly centre forward Coutinho, Joel, Pagao, Calvet, Dorval, Mengalvio, Toninho and Lima, one of the stars of the 1966 World Cup team.

And, of course, they also had the great Zito, the brilliant wing half of the 1958 and 1962 World Cup teams.



French actress Brigitte Bardot greeting Pele and Santos in Paris last year before charity match. Pele doesn't look too interested — but the others do.



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# PROFESSOR PELE . . .

**I**F Santos ever regain their crown as World Champions they can thank one man . . .

Professor Edson Arantes dos Nascimento—or just plain Pele to millions of soccer fans all over the world.

For Santos have opened a soccer school to produce their own stars.

And the man they signed as tutor and starmaker was, of course, their own greatest star, King Pele.

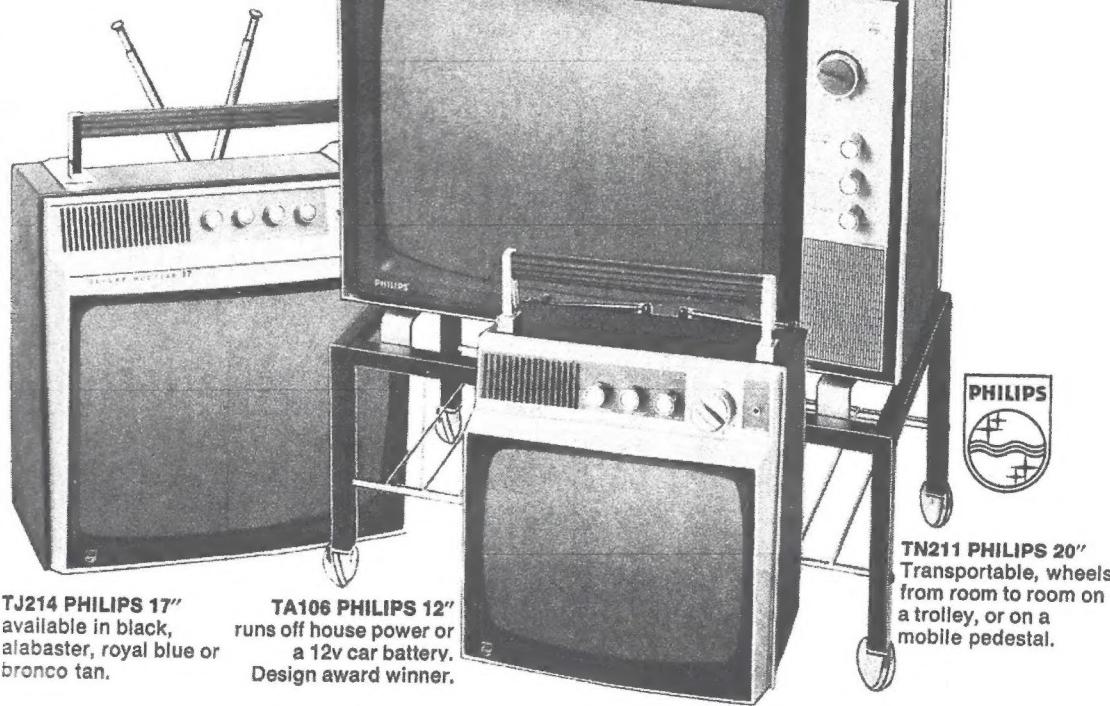
Pele, the player, has commanded more superlatives and adulation than any other in the game.

The boy who was acclaimed as a world star at 17. The man who earns three times as much as the president of his country. The player that money couldn't buy.

The choice was a wise one. For direction and physical training, Pele picked Ernest Marques, a relatively unknown trainer of junior teams.

With the maestro demonstrating the technique and skills of the game, the scheme is an obvious success.

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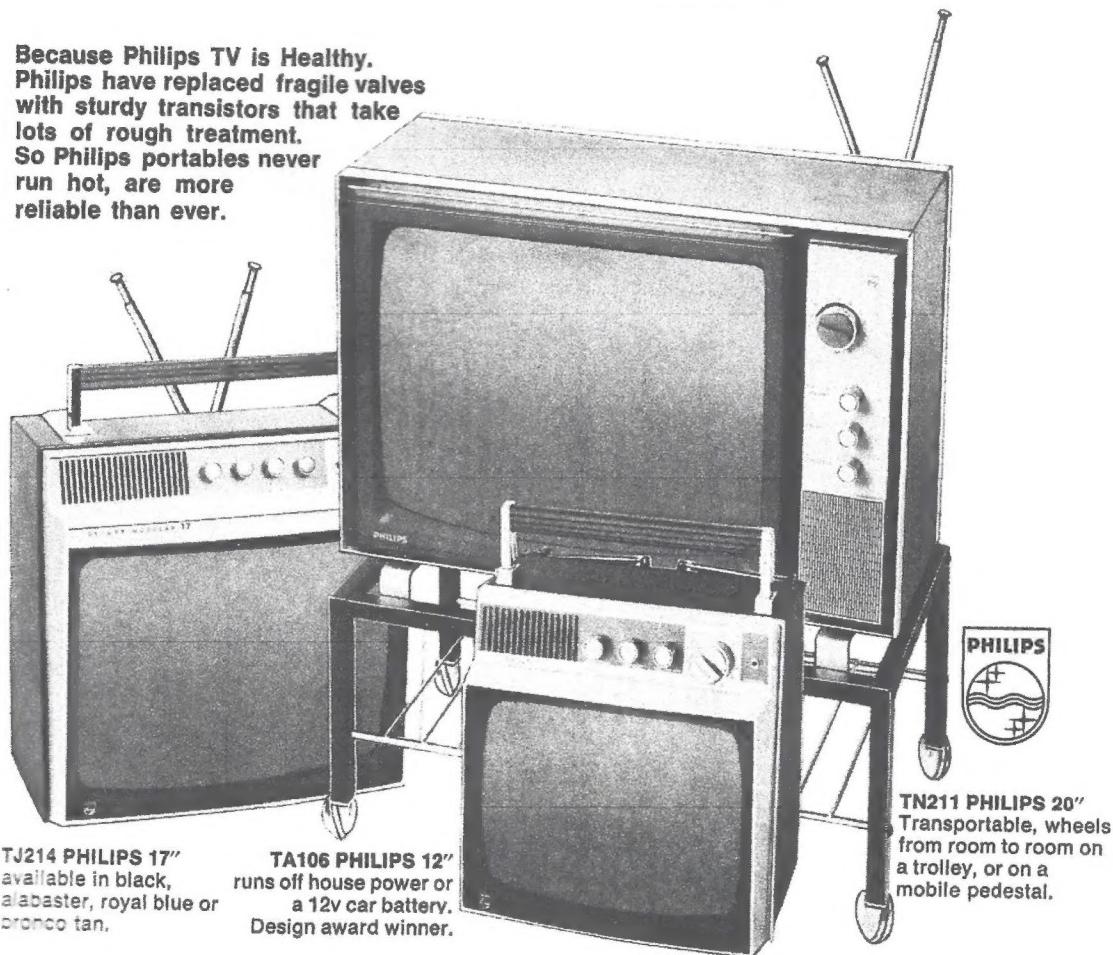
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